



Tobacco Stops With Me's Talk About Tobacco Campaign



GRANTEE MEDIA TOOLKIT

Looking for direct, tobacco- and vape-free resources to share with partners in your community? Tobacco Stops With Me's Talk About Tobacco campaign runs statewide 12/9-1/5 and 5/5-6/1. This campaign aims to equip parents and educators with the knowledge, confidence and resources to talk with children and teens about the dangers of tobacco and nicotine products. Use this kit to capitalize on its messaging and spread resources to your community.

Talk About Tobacco ads will run across several platforms, including:

- TV
- Radio
- Print
- Billboards
- OTT video (i.e. Hulu)
- YouTube
- Social media videos
- Social media click ads

Visit TalkAboutTobacco.com.

KIT INCLUDES:

- Links to campaign videos.
- Downloadable social posts for use across community social media accounts.
- Resources to help you lead discussions at community events, PTO meetings and school assemblies.
- Download [TSET's presentation guide](#) for more tips.





WHAT YOU CAN DO:

- Speak at community events using the talking points below.
- Provide resources to parents, teachers and administrators.
- Offer to give presentations at community meetings using our presentation guide.

TALKING POINTS

- Nicotine is highly addictive and can impair brain development up to age 25.
- Vapes and nicotine pouches are among the most popular nicotine products.
- Alternative-nicotine products, like pouches and vapes, contain dangerous amounts of nicotine.
- Teens who vape are up to 7x more likely to smoke cigarettes later in life.
- Vape aerosols contain cancer-causing chemicals.
- Nicotine can cause or worsen:
 - * Anxiety
 - * Learning difficulties
 - * Nosebleeds
 - * Increased thirst
 - * Caffeine sensitivity
 - * Impulsivity
 - * Irritability
 - * Mood swings





POPULAR PRODUCTS

Vapes

- Sleek, tech-inspired designs
- Discreetly packaged
- Marketed as “stress relievers” and “safe”
- Popular brands: ELFBAR, GEEKBAR, VUSE



Nicotine Pouches

- Small, harmless-looking pouches
- Easily tucked away in cheeks and lips
- Marketed as a “safe,” tobacco-free option
- Popular brands: Zyn, On!, Zone



RESOURCES FOR PARENTS

Parents can visit TalkAboutTobacco.com for access to:

- Conversation guides for kids of all ages
- An interactive experience to spark conversation and learning
- The ultimate guide to vaping and nicotine
- Quick tips from fellow Oklahomans
- Resources from the TSET Healthy Youth Initiative to help kids quit vaping

RESOURCES FOR EDUCATORS

Educators can visit TalkAboutTobacco.com/Educator for access to:

- FREE classroom posters (shipping included)
- Downloadable and printable worksheets
- An educator’s guide to discussing nicotine
- An interactive game to spark conversation and learning
- Information on the TSET Healthy Youth Initiative

Talk About Tobacco

FROM TOBACCO STOPS WITH ME



How To Use This Toolkit

1. Review the materials below promoting the Tobacco Stops With Me **Talk About Tobacco** campaign. Everything within this toolkit is shareable.
2. Each image is linked to a downloadable social media post. Click to get the images. Use these posts to help share the messages through your social media outlets.
3. When sharing the campaign materials, feel free to use the messages and images from this toolkit as is — or adapt the wording to fit your style.



60% of parents don't know their kid vapes. Talk with your kids about the dangers of vaping so you won't be left in the dark.



One conversation can prevent addiction. Take that first step with open ears and an open mind — talk with your kids about the dangers of tobacco and nicotine.



It's never too early to talk with your kids about the dangers of nicotine, addiction and tobacco. I'm pledging today to talk with my kid(s).



Beware: Some online retailers offer "discreet shipping" to help teens hide vape purchases. Open communication is key to prevention. Talk with your kids today.



Many teens see vapes as the quick cure for mental health struggles — unknowingly making their symptoms worse. Don't let the tobacco industry's lies trap your teen in a cycle of addiction. Talk with your kids about the dangers of tobacco and nicotine.



There are over 15,000 vape flavors on the market targeting our kids. Do your kids know the dangers?

